



Trusted to deliver the goods

NEW Unique CPG Audiences

Alliant's expanded targeting solutions offers a new set of **syndicated audiences** and the flexibility of **custom audiences**, built on receipt-level transactional data combined with additional consumer attributes that delivers a high level of accuracy and scale to your campaigns.

Target with 162 NEW syndicated segments – or get brand specific with custom.



Custom CPG Audience

HOW IT WORKS

Audiences at the brand and/or product level combined with a syndicated set of over 2,600 audiences offers limitless combinations.

No panel data allowed. Fully sourced from transaction data for the ultimate predictor of future behavior:

- CPG receipt-level purchases
- Rich positive & negative transactional data

NEW CPG Brands & Product Types

Audiences built from 9M+ active consumers across 6,000 brands sourced from mobile couponing apps

KEY VERTICALS

Beauty & Care • Groceries & Essentials
Health, Diet & Nutrition • Home Essentials • Pets



Alliant DataHub

A Comprehensive View of Consumer Behavior

Transactional first-party dataset:

Billions of transactions across 500+ brands and product categories combined with additional consumer attributes

Demographic • Lifestyle • Behaviors



Custom CPG Audience

Unilever Dove Soaps



Moms who Shop Like Crazy

OFF THE SHELF

162 NEW Syndicated CPG Audiences

FULL LIST ON NEXT PAGE

*Specific brands available upon request

Ready for activation in your preferred platform



Beauty & Care

- Bath and Body Products
- Eye Cosmetics
- Facial Care
- Foot Care Products
- Fragrance
- Hair Care
- Hair Removal
- Makeup and Cosmetics
- Nail Products
- Bath Accessories
- Deodorants and Antiperspirants
- Hand and Body Lotions
- Soap



Groceries & Essentials

- Baby Foods
- Bakery and Bread
- Beverage
- Breakfast and Cereal
- Candy and Gum
- Condiments Spices Dressings Sauces and Preserves
- Cookies Chips and Snacks
- Dairy and Eggs
- Deli Products
- Fresh Produce
- Frozen Foods
- Meat Seafood and Poultry
- Packaged Meals and Sides
- Pasta and Rice
- Bagels and Bialys
- Bakery Snacks
- Bread
- Pastry and Doughnuts
- Pies and Cakes
- Baking Nuts
- Baking Powder or Soda
- Baking Syrup and Molasses
- Breadcrumbs and Batters
- Baking Chocolate or Cocoa
- Dry or Refrigerated Yeast
- Flours and Meals
- Frosting Toppings and Decorations
- Mixes
- Oil and Shortening
- Pie or Pastry Filling
- Ready To Use Pie Crust
- Sugar
- Beer Ale and Cider
- Carbonated Drinks
- Cocktail Mixes
- Coffee and Tea
- Juice and Juice Drinks
- Powdered Drinks and Mixes
- Spirits
- Sport and Energy Drinks
- Water
- Wine
- Breakfast Cereal and Energy Bars
- Cereal
- English Muffins
- Hot Cereal and Oatmeal
- Toaster Pastries or Tarts
- Chocolate
- Non Chocolate
- Canned and Bottled Fruit
- Canned Beans
- Seafood
- Soups Stocks and Broth
- Tomato Products
- Vegetables
- Gravy and Sauces
- Jam Jelly and Preserves
- Ketchup
- Marinated Vegetable or Fruit
- Mayonnaise and Sandwich Spread
- Mustard
- Nut Spread and Butter
- Olives
- Peppers and Pimentos
- Pickles
- Relish
- Salt and Salt Substitute
- Shelf Stable Salad Dressings
- Spices and Seasoning
- Syrups and Sweeteners
- Vinegar
- Cookies
- Crackers
- Dips and Spreads
- Dried Meat and Jerky
- Fruit Rolls or Snacks
- Other Snacks
- Pudding and Gelatin
- Refrigerated Dough and Biscuit Dough
- Salty Snacks and Popcorn
- Snack Bars
- Snack Nuts or Seeds
- Butter Blends and Spreads
- Cheese
- Cream and Creamers
- Eggs
- Milk
- Yogurt
- Mexican
- Dried Beans and Vegetables
- Dried Fruit
- Fruits
- Salad Toppers
- Frozen Breakfast Food
- Frozen Corn On The Cob
- Frozen Dinners and Meals
- Frozen Juice
- Frozen Novelties
- Frozen Pasta and Noodles
- Frozen Pies
- Frozen Potatoes
- Frozen Rolls and Wraps
- Frozen Seafood
- Frozen Vegetables
- Ice Cream and Sherbet
- Meat
- Pizza
- Bacon and Sausages
- Hot Dogs and Frankfurters
- Lamb
- Meat Alternatives
- Pork
- Refrigerated Meat
- Refrigerated Seafood
- Refrigerated and Frozen Poultry
- Instant Potatoes
- Meal Kits
- Shelf Stable Instant Meals
- Pasta
- Rice

Ready for activation in your preferred platform



Health, Diet & Nutrition

- First Aid
- Medicine and Pain Relief
- Nutritional Supplements and Weight Control
- Oral Care
- Personal Care
- Sunscreen and Tanning
- Vision Care
- Vitamins and Oils



Home Essentials

- Air Fresheners
- Bleach
- Candles
- Carpet Upholstery and Floor Cleaner
- Cleaning Tools
- Cups and Plates
- Dish Detergent and Soaps
- Foils and Wraps
- Food and Trash Bags
- Furniture and Wood Cleaner
- Gift Wrapping
- Home Batteries
- Household Cleaner
- Laundry Product
- Light Bulbs
- Paper Goods
- Pest Control
- Toilet Tissue



Pet Care

- Cat Products
- Dog Products
- Pet Supplies

Future-Proofed Delivery

Alliant solutions are built on top of an extensive identity graph, guaranteeing flexible connection and distribution options across channels.



Social



Programmatic



Email



Addressable TV



CDPs & Analytic Platforms



Direct Mail

ACTIVATION ACROSS

- 400+ Programmatic Platforms
- All Leading Addressable TV Platforms
- All Major Social Networks

To view Alliant's 2,600+ audiences visit:

alliantinsight.com/taxonomy



Need audience support? Just ask.

Email: datahelp@alliantdata.com. Available 24/7



alliantdata.com | (845) 617-5510
datahelp@alliantdata.com | @alliantdata

